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# MEMBERS ELIGIBLE FOR ADVANCE TICKETS
## New Feature to Esplanade Membership Program

**Medicine Hat** – The Esplanade Arts and Heritage Centre has added a new feature to its membership program. Effective immediately, Esplanade members may purchase tickets to selected Theatre performances before they go on sale to the general public.

"This new development adds a tremendous benefit to Esplanade members, especially for shows that are likely to sell out quickly," says Carol Beatty, Manager of Cultural Development for the City of Medicine Hat.

Advance sales for members will be available for selected performances only, due to a number of factors, including but not limited to:

1. whether the Esplanade is presenting the performance or if the performance is brought in by another agency;
2. negotiations with agents and promoters;
3. contractual obligations with respect to ticket release dates.

"We will try to offer advance sales to members as often as we can, and it may be a day early, a week early, or even more," says Paul Heywood, Director of Theatre Operations at the Esplanade Arts and Heritage Centre. "Member sales will be advertised with each applicable performance in all our regular advertising and promotion channels for that particular show."

Other benefits of becoming a member at the Esplanade Arts and Heritage Centre include:

1. Free admission to the Art Gallery and Museum Galleries
2. 10% discount on Gift Shop purchases
3. Discounts on selected public programs and workshops
4. Invitations mailed directly to your home or business
5. Up-to-date Calendar of Events emailed regularly along with details on events
6. Special "Members Only" Esplanade events
7. Occasional "freebies" and more

Four membership categories ranging from an Annual Single Membership of $50 to an Annual Corporate Membership of $150 are available at the Esplanade Information Desk in the main lobby, online with a visa or mastercard at www.esplanade.ca or by phone at 403.502.8793.

— 30 —

For further information, please contact:

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